

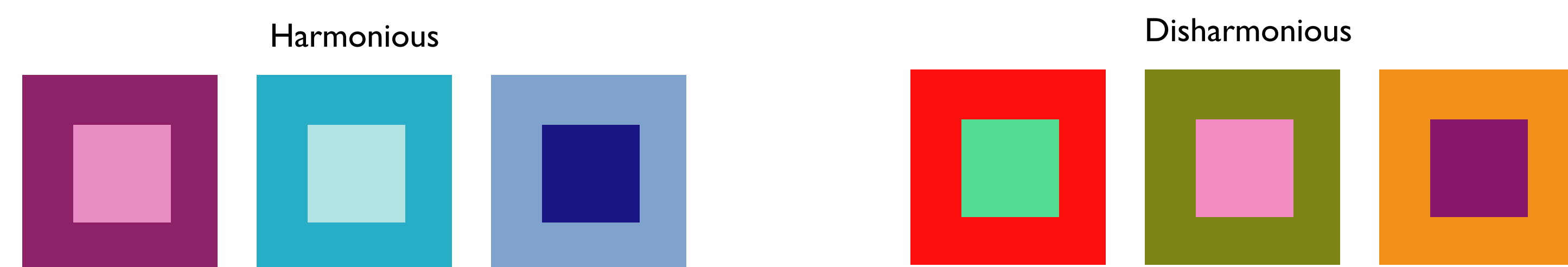
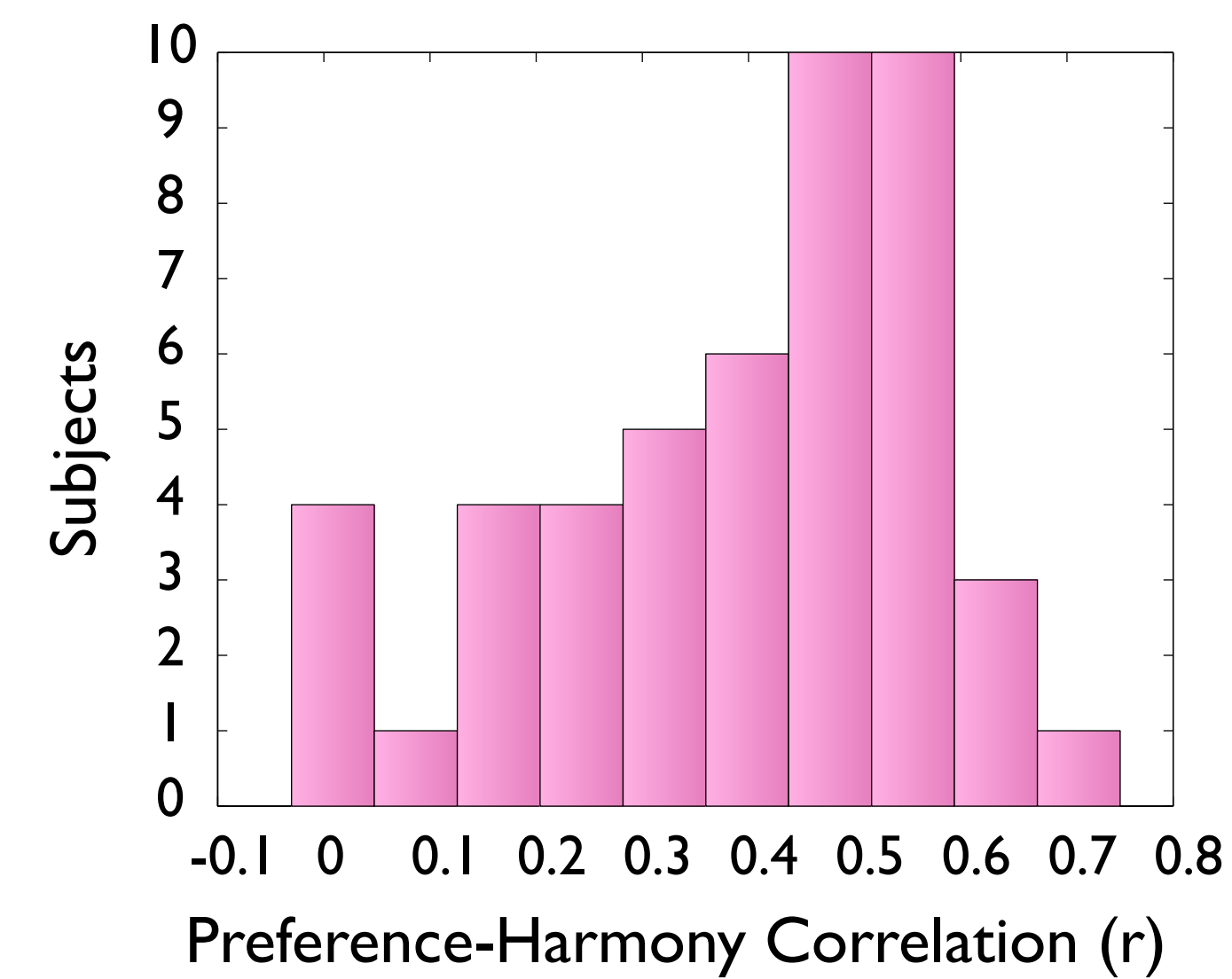
Cross-Modal Relations between Preference for Harmony and Emotional Content

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Background

Previous research has shown that individual aesthetic preferences are correlated across domains (e.g., Eysenck, 1940). Recently, research has shown that preference for color combinations is largely driven by color harmony, but individuals vary in degree of preference for harmony (PFH) (Schloss & Palmer, 2010).



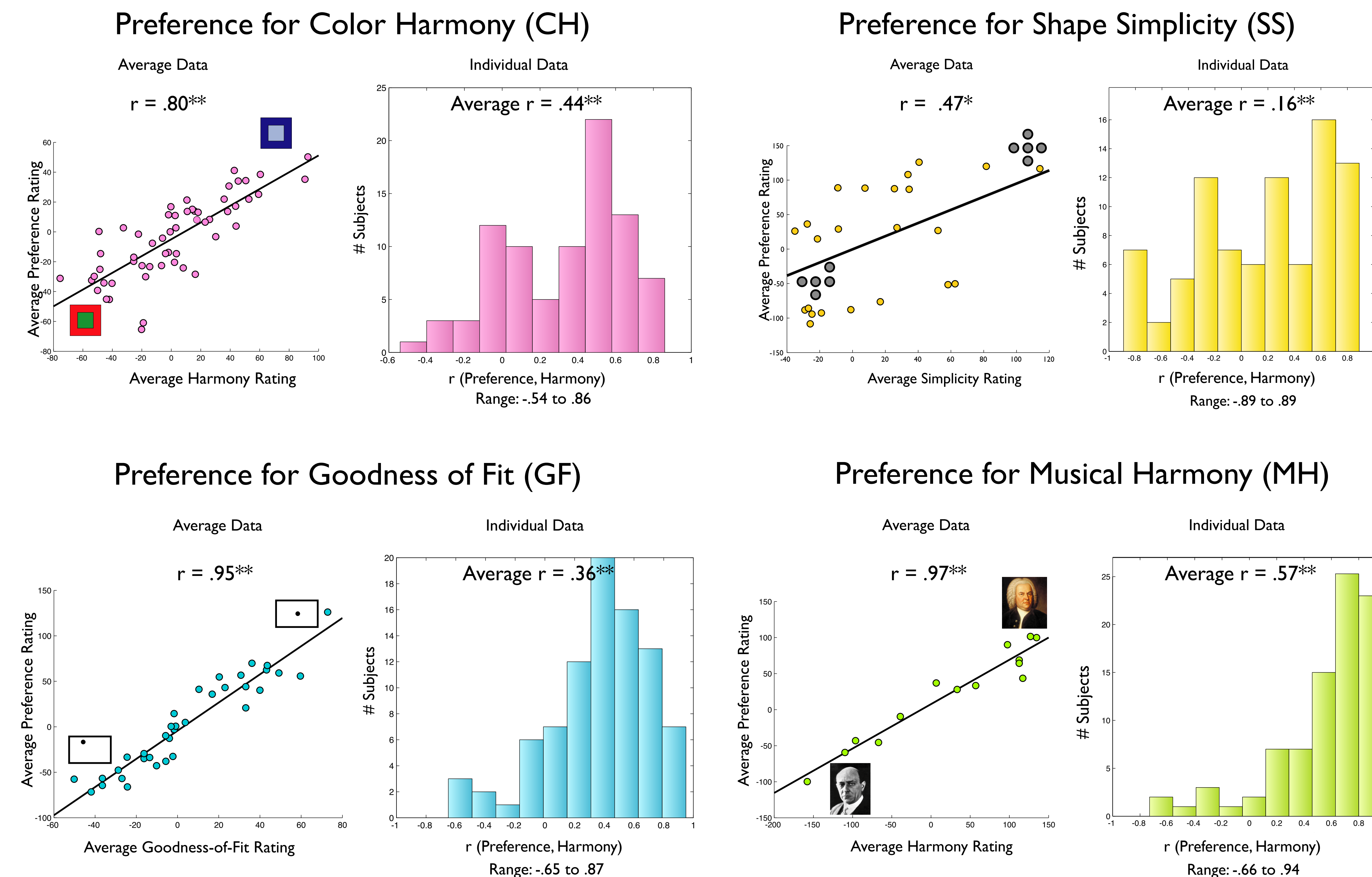
Research Questions

How well does individual preference for harmony in one domain predict preference for harmony in other domains?

Are personality factors or expertise relevant?

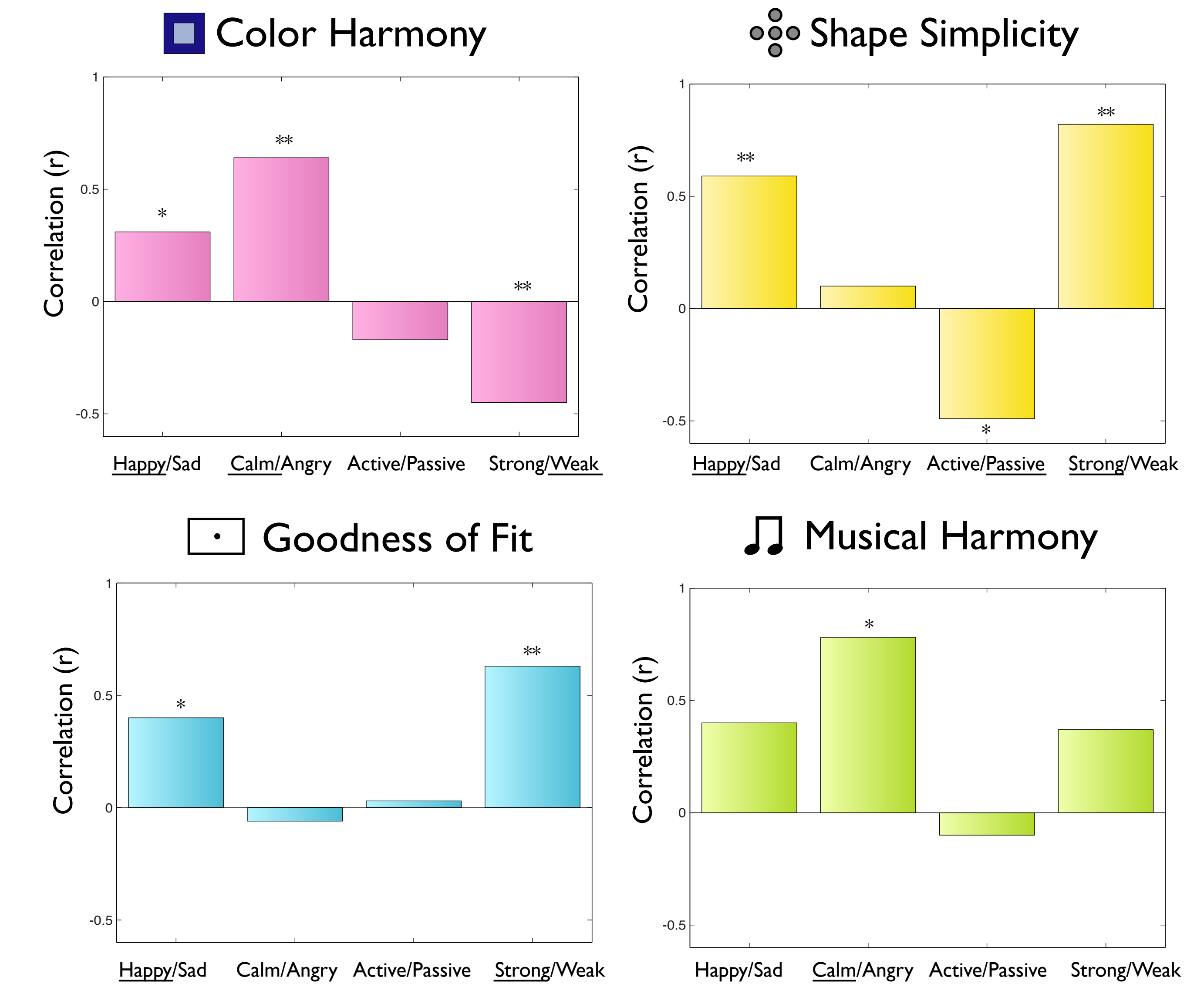
How does cross-domain preference for harmony relate to emotional content?

Within Domain Preference for Harmony (PFH)



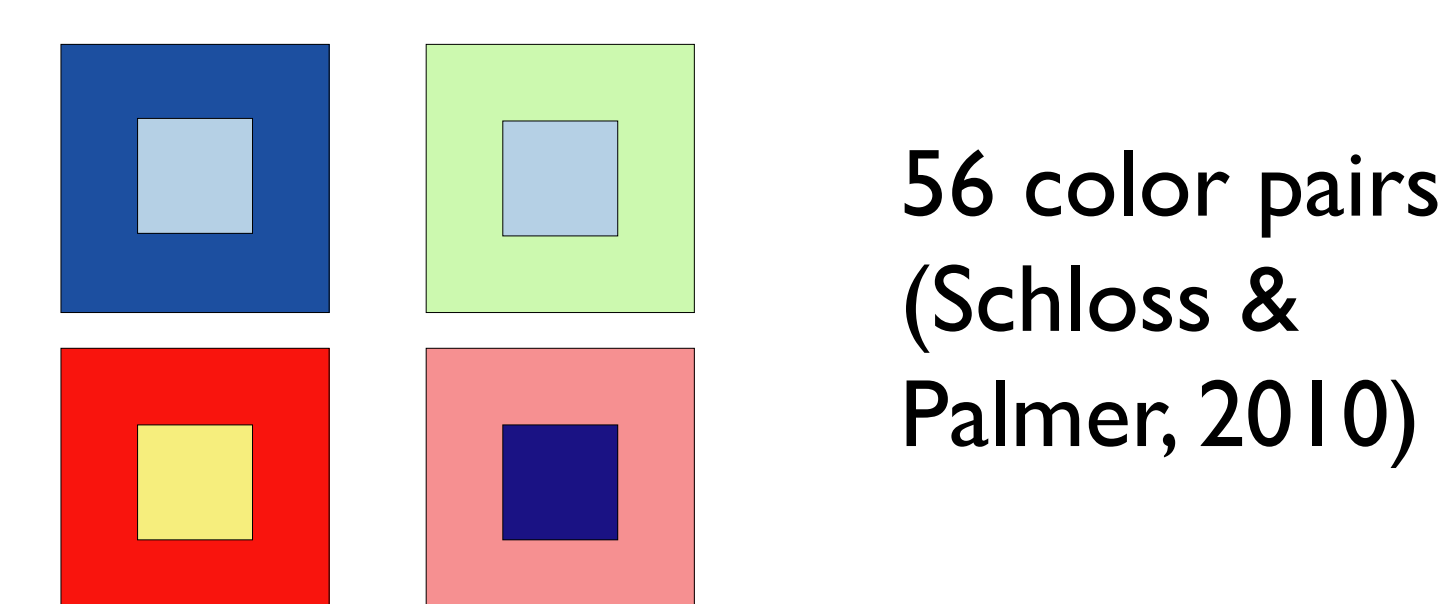
In all domains, average preference predicts average ratings of harmony, but there are large individual differences.

Emotional Associates of Harmony

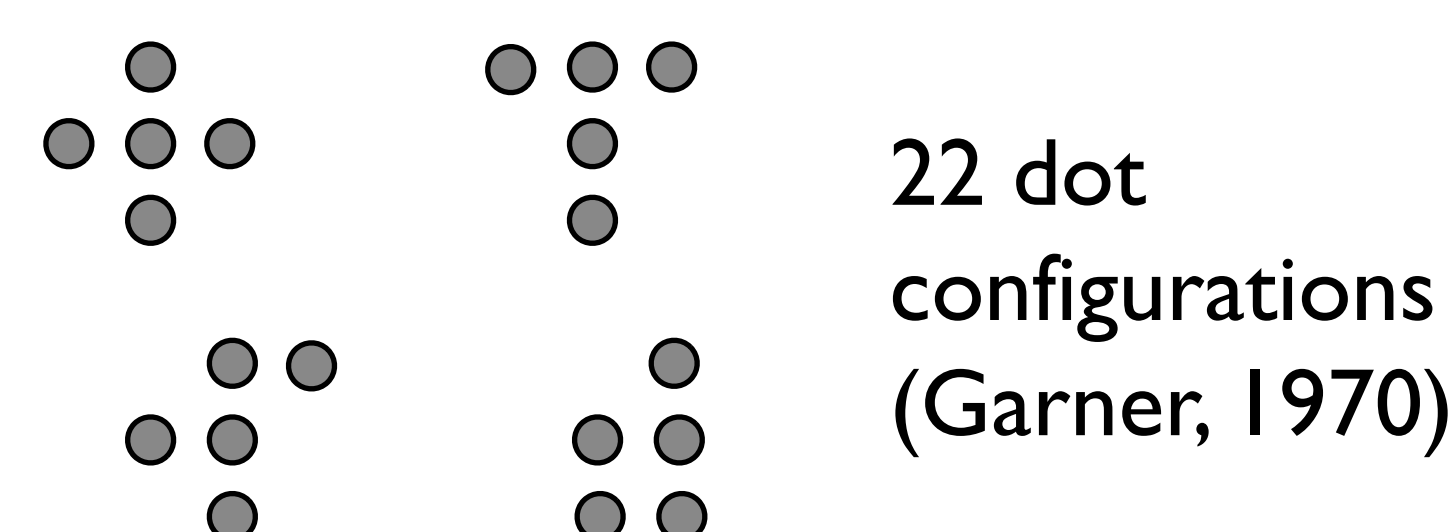


Color and musical harmony are best predicted by high scores on the Calm-Angry dimension ($r^2=.41$ and $.60$), whereas shape simplicity and goodness-of-fit are best predicted by high scores on the Strong-Weak dimension ($r^2=.67$ and $.39$).

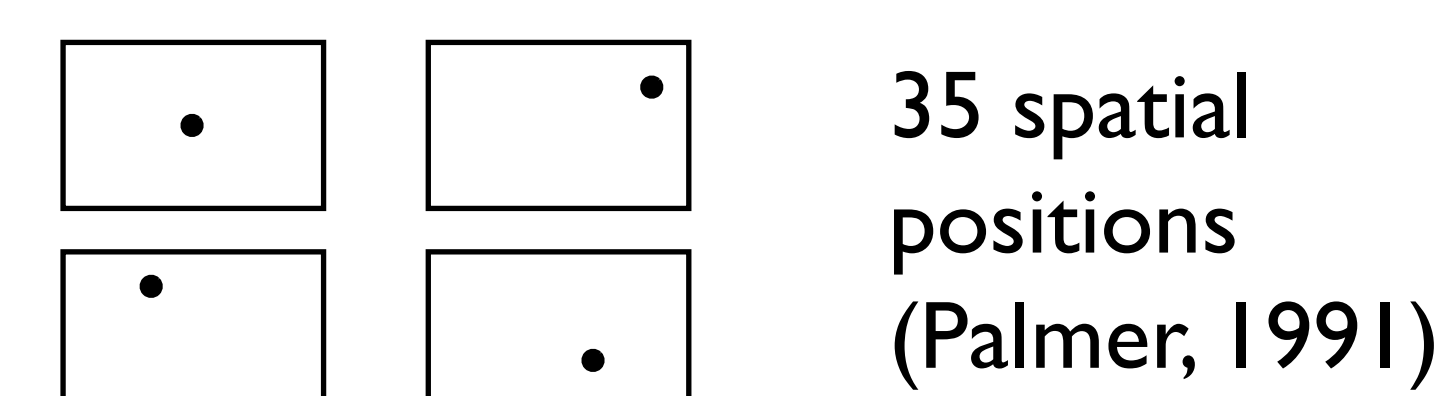
Stimuli & Methods



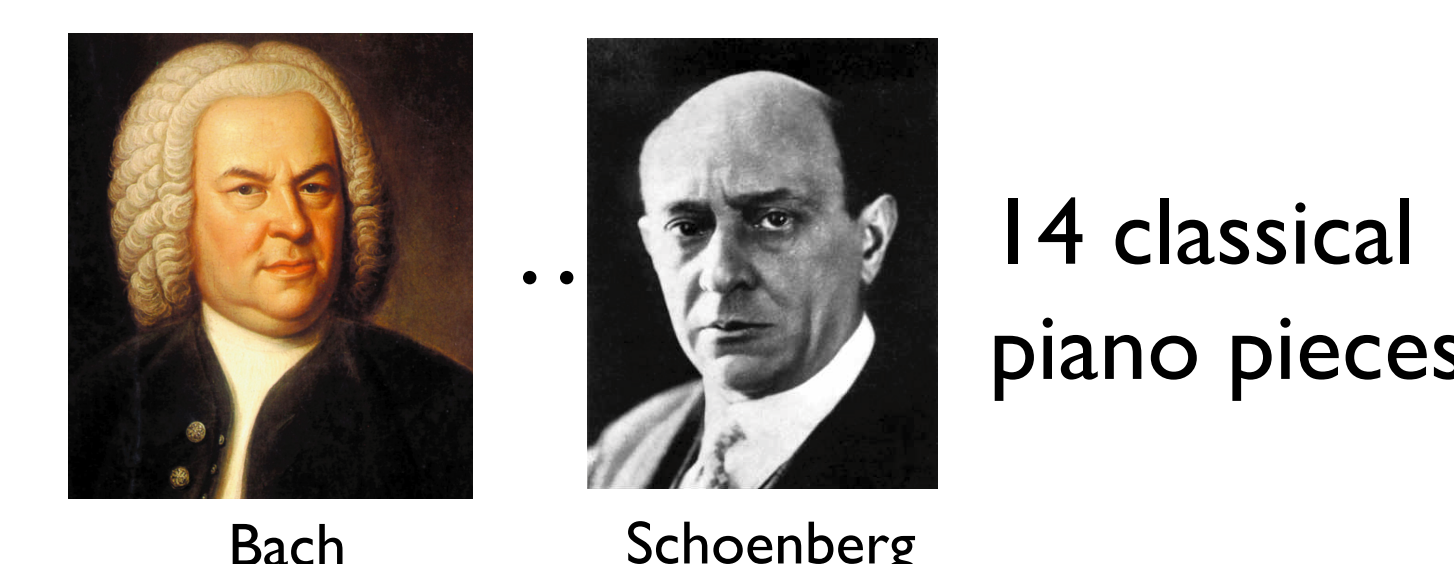
56 color pairs
(Schloss & Palmer, 2010)



22 dot configurations
(Garner, 1970)



35 spatial positions
(Palmer, 1991)



14 classical piano pieces

Experiment 1

30 Psychology students
30 Art Practice students
30 Music students

All stimuli were rated first for preference and then for harmony, blocked by domain, using a bipolar line-mark rating scale.

Experiment 2

20 Psychology students

All stimuli rated on four basic emotional dimensions:

- 1 - Happy/Sad
- 2 - Angry/Calm
- 3 - Active/Passive
- 4 - Strong/Weak

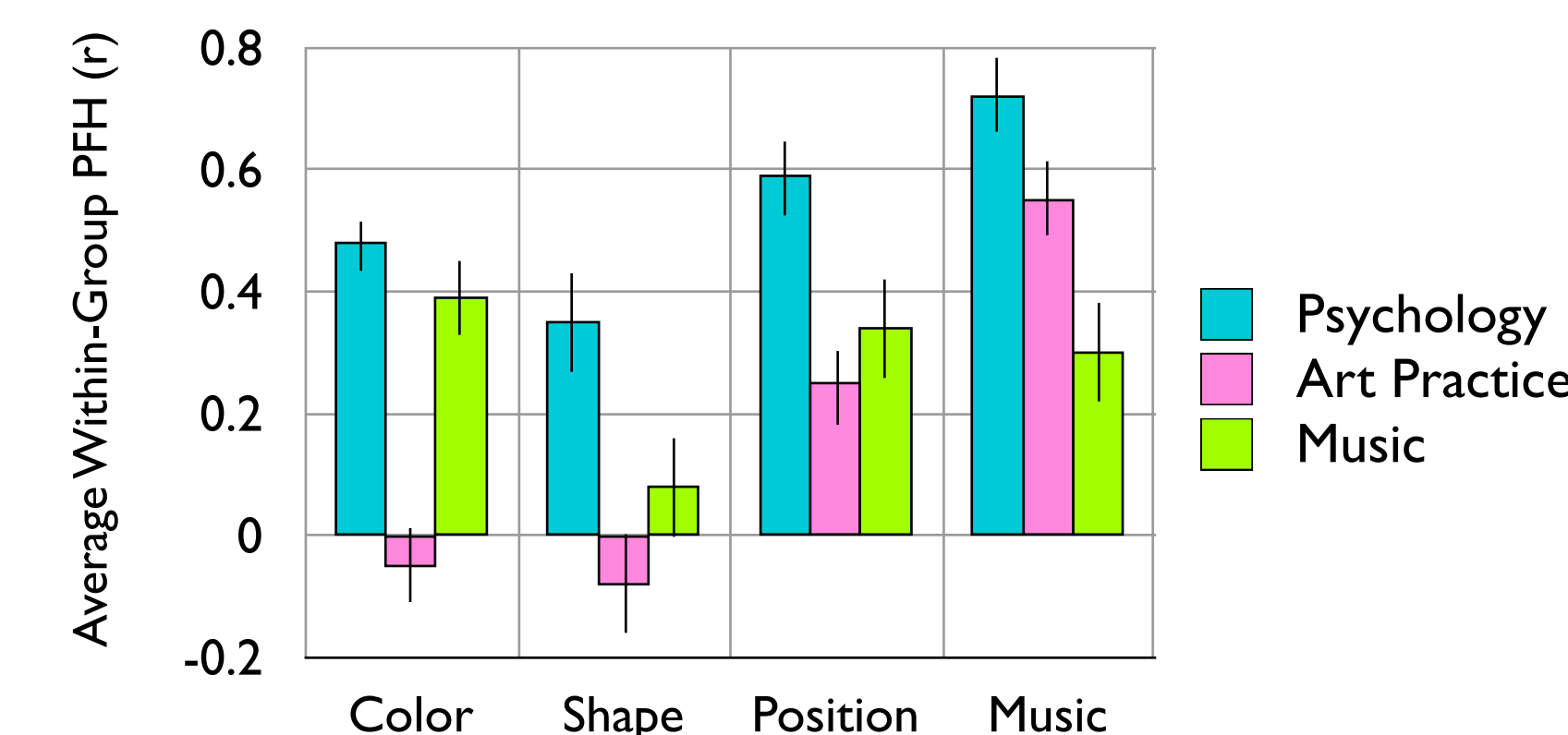
Cross-Domain Preference for Harmony (PFH)

Cross-Domain Correlations in PFH

	Color	Shape	Frame	Music
Color	I			
Shape	0.43**	I		
Frame	0.37**	0.39**	I	
Music	0.60**	0.46**	0.32**	I

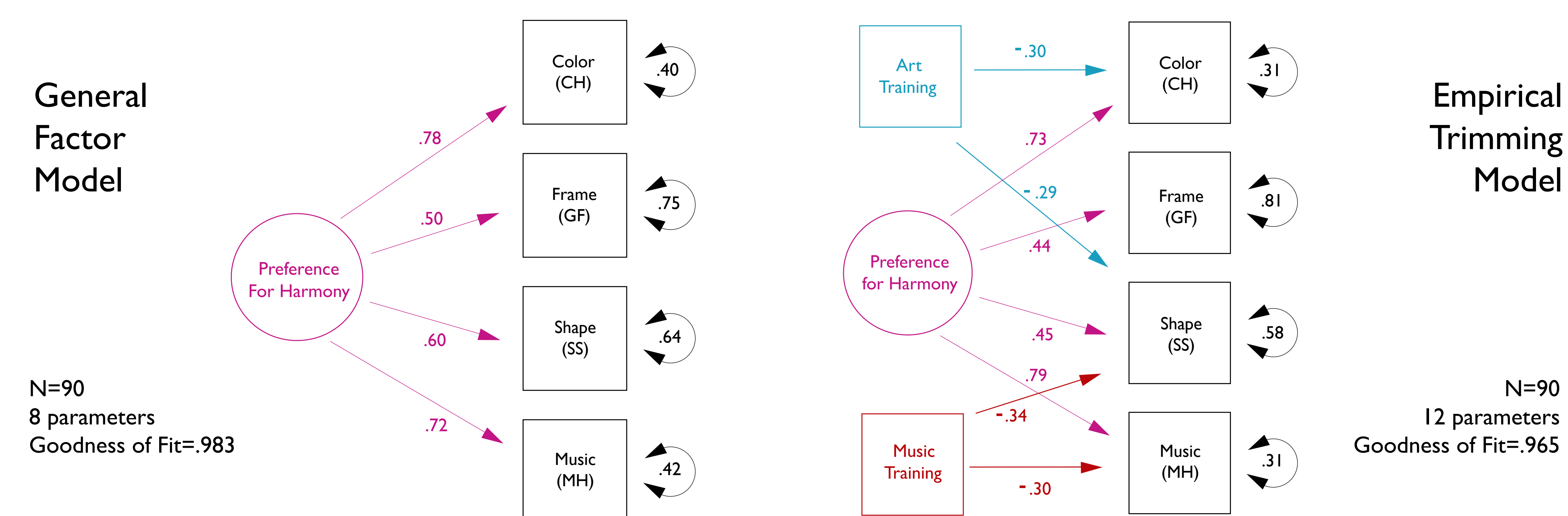
Individual differences are correlated across domains.

Group Differences in PFH



Groups show domain-relevant differences in PFH.

Structural Equation Models



Confirmatory Factor Analysis shows good fit between data and models with a single general factor for PFH.

Conclusions

Preference for harmony seems to be a domain general explanation for individual differences in aesthetic preference.

Formal training has an effect of reducing preference for harmony in relevant domains. In addition to these domain specific effects, participants with more training showed lower general preference for harmony.

Across domains, harmony is associated with positive emotional valence. Color and music harmony are associated with calmness, while spatial harmony is associated with strength.

References & Acknowledgements

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- Palmer, S. E. (1991) Goodness, Gestalt, Groups, and Garner: Local symmetry sub groups as a theory of figural goodness. In G. Lockhead & J. Pomerantz (Eds.), *The perception of structure: Essays in honor of Wendell R. Garner*. Washington, D.C.:APA.
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